

Considering Considering

The big issue for prospecting for many products, particularly complex IT products, is getting the person's attention.

The prospect will deflect the call numerous times with false objections to try to get you off the phone. He'll do this to avoid having to actually think about the issues.

This is because considering considering (i.e. considering the idea of considering) any complex product takes a lot of work, time and potentially money. For many complex products, the prospect has to make a decision to think about making a decision, and therefore will put up as many barriers as are necessary to avoid having to think about it.

Getting the prospect to consider considering the product is something that must be done on the opening call, or else they will have an excuse (and the ability) to put you off forever. By the same token, if you just leave it at that (i.e. get them to agree to think about it,) you'll never get the appointment.

Therefore, you have to get his attention, and get him to be willing to think about considering the concept before moving on. Responding to the objections with advantages will never accomplish this goal. Once you get him to consider considering the product, you then have to get him to consider it, and decide to put in the time and effort to do so.

Confused?